



CREATIVITY
+ TECHNOLOGY



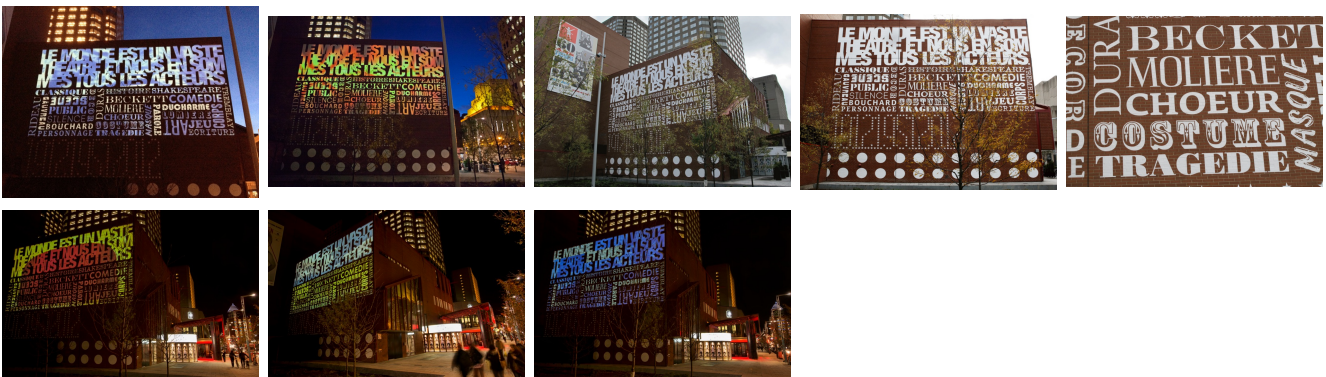
JEU DE MOTS

VIDEO MURAL

Théâtre du Nouveau Monde

Montreal, Quebec, 2013

The Théâtre du Nouveau Monde is known for its vitality in the Montreal community. In this vein, it is taking the urban environment by storm with celebrations marking the centennial of its mythical building. The company is teaming up with Montreal firm Mü to produce a giant mural on the theatre's eastern façade. By day, the creativity of Mü's artisans is on display; by night, XYZ's expertise shines as a video projection superimposed on the painting creates an entirely new dynamic environment.



Description

Set up in a building adjacent to the TNM, the projector starts up automatically every night under the control of a system designed by XYZ. The projections on the theatre wall create an otherworldly atmosphere that delights passersby and locals alike.

The entire video content can be easily renewed to diversify the experience.

This project is part of Montreal's Quartier des Spectacles illumination plan.

Mandate

Technical design
Production
Programming
Digital content production

Expertise

Video
Control systems

Production

Quartier des spectacle / TNM

Design

TNM / MÜ